

**U.S. Commercial Service**

American Embassy – FCS

PSC 59, Box 30

APO AE 09624

Tel: +39-06-4674-2382

Fax: +39-06-4674-2113

E-mail: rome.office.box@mail.doc.gov

GOLD KEY MATCHING SERVICE (GKS) PROGRAM STANDARDS

Objective:

Through the Gold Key Matching Service (GKS), the US&FCS provides U. S. firms with prescreened appointments with potential overseas agents, distributors, sales representatives and/or strategic business partners. Additional services such as transportation, translation, and others are available for an additional fee. In lieu of traveling overseas, a U.S. company can also arrange for a Video GKS with CS Italy using the videoconferencing technology at a U.S. Export Assistance Center (USEAC).

Price:

The cost of the GKS is \$770 for the first four appointments. Additional days are \$385 each. The actual number of appointments will depend on the matching results. If an expedited response is required, additional fees may be charged. Credit card transactions are preferred, but other payment options, including electronic fund transfers, can be arranged. For use of videoconferencing technology, an additional charge will be added for a hosting fee and the cost of the ISDN line hourly charges.

Gold Key Service Overview:

You will receive:

- Appointments with prescreened sales representatives and partners;
- Background and contact information on each potential partner, such as the size of the company, the number of years the company has been in business, its product or service lines, and after- sales services;
- Customized market and industry briefing with U. S. Commercial Service staff in advance of business meetings;
- Market research on the relevant industry sector;
- Assistance with travel, accommodations, interpreter service, and clerical support; and,
- Post-meeting debriefing with U. S. Commercial Service staff to discuss results of meetings, and assistance in developing appropriate follow-up strategies.

Delivery Time:

To set up an effective GKS typically requires six weeks from receipt of payment and company material. In the event of a delay due to unforeseen circumstances, we will inform you via e-mail of the reason for the delay and propose a new date for the GKS.

U. S. Commercial Service Responsibilities:

The domestic or overseas field office trade specialist receiving the request will ensure that you are export-ready (e.g., you must be ready to fill orders for its products or services in a reasonable timeframe).

- For expedited requests, the domestic trade specialist will obtain advance approval from the overseas Commercial Service office.
- For add-on-work, the domestic trade specialist will obtain advance approval from the overseas Commercial Service office and will inform you of all fees up-front.
- Before placing the order for the GKS, the trade specialist will counsel you regarding program logistics i. e., response time, preparation by host country vs. contractor and availability of service.
- Before placing the order for the GKS, the domestic trade specialist will contact the relevant overseas Commercial Service office to notify them of the request.

Client Responsibilities:

The most effective GKS results require substantial client involvement and follow-up. We strongly suggest that you work closely with your local Trade Specialist and the CS Commercial Specialist overseas to clearly outline the type of international partner that you believe will be most useful to your company and to establish an effective strategy for continuing communication with potential international partners. Your timely responses to email and/or other queries from the domestic or overseas specialists working on the GKS will ensure completion of the program within the promised time frame.

U. S. Commercial Service Quality Assurances:

A domestic and/or overseas trade specialist will serve as your primary point of contact, and give timely responses to all inquiries;

- The overseas commercial specialist receiving the request will immediately contact you to ensure that he/she has a complete understanding of your needs and expectations;
- The overseas commercial specialist responsible for preparing the GKS will thoroughly screen all overseas companies to ensure a match with your needs; and,
- The domestic or overseas trade specialist who takes the order will follow up with you to ensure satisfaction with the GKS, focusing on its relevance and results.

Date Printed: 9/17/04

The U.S. Commercial Service guarantees all of its products and services. If you have any questions or concerns, we will work quickly and effectively to ensure that your satisfaction is our top priority.

-----//-----
The U.S. Commercial Service Customer Care Hotline is available for you to call toll free Monday through Friday, 9:00 AM to 6:00 PM EST at 1-866-482-8111, or email at CSHotline@mail.doc.gov.